Job Fair Guideline

A step-by-step guide on how to organize a Job Fair

Prepared by:

Vjosa Mullatahiri – Project Advisor for Active Labor Market Measures
Gresa Limani – Project consultant
Acknowledgment

This Job Fair manual is a result of a valuable contribution of 80 employers and more than 1,600 jobseekers who had participated at the four Job Fairs organized by Youth Employment Promotion in Kosovo\(^1\) and who responded to the specifically designed questionnaire by providing their comments and suggestions to the improvement of future Job Fairs.

The manual was also enriched with suggestions and recommendations from the German Information Point on Migration, Vocational Training and Career (DIMAK). The shared technical knowledge, experiences and perspectives have produced a tool that will provide insights and tips in organizing a Job Fair successfully.

\(^1\)Pristina (December, 2015), Ferizaj (February, 2016), Gjakova and Vushtrri (March, 2016)
### Acronyms

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>GIZ</td>
<td>Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH</td>
</tr>
<tr>
<td>YEPiK</td>
<td>Youth Employment Promotion in Kosovo</td>
</tr>
<tr>
<td>DIMAK</td>
<td>Deutscher Informationspunkt für Migration, Ausbildung und Karriere (Qendra Informative Gjermane për Migrim, Arsim dhe Karrierë)</td>
</tr>
<tr>
<td>PEO</td>
<td>Public Employment Office</td>
</tr>
<tr>
<td>VTC</td>
<td>Vocational Training Center</td>
</tr>
<tr>
<td>MLSW</td>
<td>Ministry of Labour and Social Welfare</td>
</tr>
<tr>
<td>KCC</td>
<td>Kosovo Chamber of Commerce</td>
</tr>
<tr>
<td>LYAC</td>
<td>Local Youth Action Council</td>
</tr>
<tr>
<td>YC</td>
<td>Youth Center</td>
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1 Introduction

What is a Job Fair and benefits?
A Job Fair is the place where the offer meets demand, where information on labour market opportunities and available workforce are exchanged. A Job Fair is usually a single day event held once to several times a year and typically takes place in large halls with a booth for each exhibitor/employer at the Job Fair\textsuperscript{2}. At the entrance of the hall there is an information table which displays all open vacancies provided by employers (exhibitors).

Employers' benefits:
The Job Fair is a suitable place for potential employers because they can \textbf{personally meet a greater number of candidates} in one day than going through a traditional recruitment process. In addition, the employer may achieve \textbf{higher visibility} since advertisement will be done by the organizer, which thus will have larger impact than if it was done individually. The employer will also have a chance to \textbf{promote its products} and \textbf{network} with other companies, as well as to \textbf{create partnerships}.

Benefits of the jobseekers:
Job Fair is an excellent opportunity for jobseekers to \textbf{screen} potential \textbf{employment opportunities}. Moreover, jobseekers will be able to meet many employers in one place, be able to \textbf{make a first impression} by presenting their educational background, professional skills and/or work experience to potential employer. The Job Fair may be a place where the employer may \textbf{conduct first interviews}. If a jobseeker is successful in that first contact, experience has shown that employers are more likely to offer internship placements as a probation period, with an opportunity for employment after completion of the placement. In addition, jobseekers can also \textbf{expand their network} by introducing themselves to new employers, as well as other jobseekers.

"If employer representatives and jobseekers both prepare adequately, Job Fairs can be great successes for everyone!"\textsuperscript{1}

Introduction to the Job Fair Manual
This Job Fair manual is made possible by the GIZ project Youth Employment Promotion in Kosovo (YEPIK). The project is working in support of the Ministry of Labour and Social Welfare (MLSW) and relevant stakeholders for employment on local level. The aim of YEPIK is to enable young people in three pilot municipalities to better position themselves in the labour market. It enhances the cooperation between the employment structures of the MLSW, representatives of the youth sector and businesses at local level, in order to improve the labor market skills of young women


and men through soft skills and practical trainings such as internships and entrepreneurship. Thus, the project also promotes job mediation through information events and the organization of Job Fairs so that both young women and men can make an informed and self-empowered decision on how to access the labour market.

The Job Fair manual is prepared as a result of YEPIK’s experience with the organization of several Job Fairs in municipalities including Ferizaj, Gjakova and Vushtrri, as well as Pristina. To facilitate the organization of future Job Fairs based on YEPIK experience in local level a step-by-step guide is prepared that can be useful for all organizers including relevant ministries, municipalities, NGOs, consulting companies and other interested parties willing to organize a Job Fair. This manual aims to provide steps and tips on what to keep in mind during the organization process. This manual can be applicable to Job Fairs in any sector.

Often, different organizations and donor programs organized Job Fairs in national level which definitely is a need but this did not provide an opportunity for unemployed youth in rural areas whereas the unemployment is higher compared to urban areas. Hence, YEPIK’s experience the organization of the Job Fairs in local level has proven to be very relevant since they have shown to be as the most efficient means to obtain visibility, create partnerships, transfer know-how for sectoral development, and most importantly mobilizing qualified workforce in local level. This was largely thanks to the strong involvement of local partners in the organization of the Job Fair whereas municipal representatives have played crucial role in identifying the potential Job Fair venue, mobilizing local media and promotion campaign; employment offices and regional chambers of commerce played a crucial role for mobilizing businesses in local level; and Youth Centers (YC) and Local Youth Action Councils (LYAC) have been a great support for mobilization of youth.

The Job Fair manual consists of 3 main sections:

1. Introduction to the Job Fair and its benefits, and how to use the Job Fair manual.
2. Activities and Steps to planning and organizing the Job Fair
3. Annexes that will provide all available templates to organize a Job Fair.
2 Activities and Steps to Planning and Organizing the Job Fair

The process of planning and organizing the Job Fair is very important and it comprises activities including:

- conducting a local needs assessment on the jobs available and interest of the companies to participate at the Job Fair
- establishing objectives with all organizers involved and getting the commitment of the municipality where the Job Fair is organized
- locating a venue
- allocating the budget
- identifying sponsors and getting their commitment
- promotion and advertisement
- procuring booths and tables
- division of responsibilities and training staff and/or volunteers involved in the Job Fair.

Prior to taking any action with respect to organizing a Job Fair, it is important to conduct a needs assessment in order to evaluate whether there is a need for and interest in such a fair in the respective municipality. Subsequently, a cost benefit analysis needs to be done to evaluate if the Job Fair will produce the necessary results and generate sufficient interest from both employers and jobseekers.

Then, the organizer should appoint the team and ensure stakeholders’ commitment. These include businesses, municipalities and employment services. Getting the commitment of businesses (large firms if possible) is crucial. Having the commitment of municipalities (if, needed) and employment structures (PEO, VTC, etc.) facilitates the preparation and promotion stage in order to inform as many qualified jobseekers as possible. The implementation stage is the stage where the results are seen. The follow up stage is very important because it will provide the organizer with feedback information, on what was the impact of the Job Fair, with respect to the job vacancies and internship placements filled.

![Figure 1. Main steps to organizing the Job Fair](image_url)
It is also important to get suggestions on what needs to be changed in the future in order to increase the impact of the Job Fair.

In the sections below will be provided a step-by-step guide on what activities should be undertaken to organize and implement a Job Fair.

**Step 1- Conducting the Needs Assessment for the Job Fair**
The most important step to organizing the Job Fair is to conduct a needs assessment, whereby the organizer identifies what the unemployment rate in the respective region/municipality is and what the current and future employment opportunities are, or will be available to the target market. (See: Annex 1. Job Vacancy listing form (for employers)

At this step the organizer will have to identify and prepare the list of businesses in the municipality that may have open vacancies and/or plan to grow in the future. This information can be procured from regional Chambers of Commerce, municipal directorates for economic development, sector specific business association.

Upon determining that there are sufficient job vacancies, the organizer has to identify:

1) How labour market information flows?
   a. Are employers having difficulty filling vacancies? Why?
   b. Are jobseekers having difficulties accessing employers? Why?

2) Will Job Fairs improve the flow of the information between employers and employees? How the Job Fair can improve employee's access to employers?

**Step 2- Cost and Benefit Analysis of the Job Fair**

If the results from the labor market assessment indicate the need to organize the Job Fair, then the cost-benefit analysis is an essential step that should be taken at the early stage of the Job Fair planning. As in any other project activity, there is a need to mobilize enough financial resources to organize the event in the most cost-efficient way.

In this respect, it is recommended to prepare a tentative activity plan with a budget line for each activity of the Job Fair including:

- the cost for human resources (staff, volunteers, translators, moderators) involved in planning, organization, hosting, implementing, and following up the results from the Job Fairs
- the venue, equipment and supplies needed
- potentially public event permits

In addition, the organizer has to assess fundraising opportunities from private sponsors (companies) and the municipality. By financing the Job Fair a) the companies will promote their Corporate Social Responsibility (CSR) aim; and b) the municipalities will promote their commitment to their constituents towards creating employment opportunities for young people and decreasing unemployment. Hence, organizers have to assess financial capabilities and interest
of companies' to participate at and sponsor the Job Fair, and the municipality's financial and human to support to the Job Fair.

**Step 3- Appointing the Team and getting Stakeholders' Commitment**

The structure of the team should reflect the basic functions required in the organization and implementation of the Job Fair. However, keep in mind to utilize the human resource to the best of their abilities with the lowest cost possible.

![Organizational chart of the Job Fair Team](image)

The **Team leader** is responsible for overseeing all aspects of the Job Fair planning/ organization and ensuring successful implementation. In addition, the Job Fair Organization Team is required to have the approval by the Team Leader for all financial implications before and during the organization of the fair.

The **Promotion and Advertisement Coordinator** is responsible for Job Fair promotion, public relations and to develop a branding for the Job Fair, to attract as many qualified jobseekers and employers, and ensure that the promotion of the Job Fair is done thoroughly since the outreach and number of beneficiaries is the measure of its success. This function can be outsourced to an external company who will be in charge of preparing the promotional materials and campaign. If outsourced, the company should work in close cooperation with the Team Leader.

The **Employers’ Coordinator** is responsible for inviting and committing employers (exhibitors) to the Job Fair, providing guidelines for employer participation and serving their needs before and during the Job Fair.

The **Admin & Logistics Officer** is responsible for preparing all admin forms related with the Job Fair organization. In addition, the officer will be responsible for procuring the venue, arrange transportation, providing equipment, supplies, and services before, during and after the Job Fair.

The **Admin/Finance Assistant** is responsible for processing all admin and financial forms, conduct calls and assist the team leader and all members of the team as seen necessary.
When appointing the Job Fair Team, the initial team meeting can be held to present the objective of the Job Fair, determine the roles and responsibilities of each team member, and clarify issues that may arise such as: the date, possible venues, potential sponsors or partners, tasks and timeline, branding and promotion to attract qualified jobseekers and potential employers who have open vacancies.

Initial meeting of the Job Fair Team topics to discuss, suggest and agree:

- Define objective,
- Define roles and responsibilities of each team member and tasks,
- Define the date(s), while considering the weather, holidays, conflicting events,
- Potential venues (e.g., community center, auditorium, sport hall),
- Logistical issues, such as to define potential venues to hold the Job Fair, permits and insurance, develop plan for lay-out of venue, supplies, equipment and services needed.
- Timeframe,
- Promotion,
- Communication, with employers, employees, employment structures, media etc.
- Invitation process,
- Potential employers in the region/municipality and additional exhibitors with relevance, i.e. Employment Offices,
- Vendors who might supply products or services to carry out the Job Fair,
- Identify sponsors and partners
- Define risks.

Note: Despite having a Job Fair Team, there may be cases when several services will be outsourced. Hence, contractual agreements with service providers may be signed and simple templates of the services contract may come in handy.

Stakeholders’ Commitment

Apart from Job Fair team and service providers, there is a need to mobilize and get the commitment of relevant stakeholders including employers, sponsors/donors, respective ministries and municipality officials, youth centers, schools, (regional) chamber of commerce and employment offices in local level that can be involved in decision making and also can provide assistance and support throughout the process of organization and implementation of the Job Fair.

At this stage it is important to establish local partnerships with the municipality, PEOs, YCs and chambers of commerce and get their commitment. These actors can assist the organizers throughout the planning and implementation process of some tasks of the Job Fair particularly those undertaken on local level. The organizer must enjoy credibility among the stakeholders’ group and business community to ensure the support of the group and the participation from the employers’ side.

After getting individual consent from all stakeholders to contribute to the fair, the organizer holds several meetings with the municipal group during the planning and organization stage of the Job
Fair to discuss and obtain feedback on activities and tasks assigned and if there are any problems that need immediate attention.

For mobilizing employers’ commitment, it is highly recommended to have bilateral meetings in order to discuss and explain the objective of the Job Fair, to understand the needs of the employers and also ensure their participation. See Annex 2: Confirmation letter (Employers’ commitment)

Step 4 – Job Fair Preparation and Promotion

The preparation stage is very important to ensure successful implementation of the Job Fair.

“By failing to prepare, you are preparing to fail” Benjamin Franklin

Below are presented some basic tasks that should be undertaken and followed in order to better prepare for the Job Fair.

→ Develop a plan of the activities and/or To Do List with tasks, deadlines, responsible persons, progress, and relevant municipalities (if organized in multiple municipalities). The plan has to be prepared jointly and agreed with the Job Fair team. See Annex 3: To Do LIST for organizing the Job Fair (Template).

→ Based on the plan of the activities, develop a detailed budget plan.

→ Send the activity plan with the Municipal Job Fair Group to assist you in some of the tasks.

→ Share the activity plan with local businesses, Chamber of Commerce, local government, schools, organizations who work with persons with special needs, banks, etc.

→ Ask businesses/institutions to fill in the Job Vacancy form (Annex 1), and confirm their participation by signing and sending the scanned commitment letter (Annex 2). If insufficient confirmations are returned, then bilateral meetings have proven very successful.

→ Prepare a list of substitutes to call incase employers don’t turn up/ invite more than stands can hold.

→ Finalize the placement and locations of booths and tables and send it to all employers who have confirmed their participation. For employers it is very important to know where their booth is situated, in order to prepare promotional materials. See Annex 4. Booth Map (planimetri)

→ Determine the Job Fair branding that includes logos, messages, colors, pictures to be used and promotional materials that include leaflet, one-pager information for Jobseekers and employers etc. More information on this can be found below in the Promotion section.

→ Send an instruction email to the employers who confirmed their participation so they can prepare for the Job Fair through provided instructions; map of booths highlight their location in the Job Fair; discussion on expectations, answer questions, prepare them for gathering key data using forms.

→ Provide the training on “CV-writing and Interview taking” to interested jobseekers/visitors before and during the fair to increase their chances of success by providing information on how to be prepared for the Job Fair and how to present themselves when meeting the employer.
→ Visit the venue in advance to determine the exact number of informative signs needed for the locations.
→ Prepare name tags for Job Fair event staff, volunteer, exhibitors.
→ Make sure the staff knows what to do (e.g., greet jobseekers and employers and provide directions; circulate around the room to assist attendees with questions).
→ Post vacancy announcements at accessible locations and arrange so that participants can quickly locate the type of jobs they are seeking.

Some tips for organizers to better prepare for the Job Fair
Below you will find some useful tips that may serve you during the preparation process

→ Provide regular updates on remaining tasks and activities to be followed up by your team members (Team Leader is responsible),
→ Always keep the Job Fair Municipal group informed,
→ Discuss problems, delays and constrains and create solutions,
→ Monitor and revise the Job Fair To Do List on an ongoing basis (daily),
→ Make sure that the venue is in the area that is in walking distance and also has parking place,
→ Risk assessment and mitigation: Potential problem areas need to be identified as well as the expected measures to be applied to anticipate and avoid them, monitor the problem sources, and minimize the impact,
→ One day in advance invite all employers to visit the Job Fair venue and the final preparation of their booths because there may be cases when the employers cancel in the last moment.
→ Respond to questions on facebook promptly (within 24 hours).

Tips for organizing the booths (when outsourced)
All services required for the organization of a Job Fair should be the object of specific contracts with service providers. Services normally required for a Job Fair:
→ Booths with movable partitions to allow a flexible geometry in building stands;
→ Carpet;
→ Furniture and accessories according to basic booth-shell scheme;
→ Lighting;
→ Entrance doors;
→ Place for registration of visitors;
→ Corner for CV writing (for jobseekers);
→ Electricity sockets in the stands;
→ Coffee bar and restaurant installations;
→ Technicians and porters for setting up stands;
→ Direction signs
→ Cleaning;
→ Wi-Fi connections (e.g. 3G internet provider, etc.);
→ In winter times check for availability of the central heating!
**Promotion and Advertisement**

Promotion as a process is very important and falls under the preparation stage. Promoting the Job Fair takes a great deal of effort to reach the targeted audience, either directly or through stakeholders, and raise the interest for participation.

The promotion of the Job Fair should start at least one month in advance. Unless the promotion is effectively performed, and adequate resources are defined, the event may fail. The promotion and communication campaign should be based on the overall goals of the Job Fair.

Prior to conducting the promotional activities there is a need to develop a brand that communicates the message of the fair to target audience, by highlighting the benefits of participating in the fair to both jobseekers and employers. Promotional materials (visuals) would be then designed accordingly.

An effective promotion campaign plays a fundamental role in implementing a Job Fair successfully, which would be based on a strong branding, both in visual and verbal messages aspect. In cases when the organizer has not qualified staff to perform these tasks, then it is recommended to engage a copywriter (person that develops a Job Fair message) and hire a marketing and design company that in close cooperation with the Job Fair team develops:

- The name of the Job Fair
- The slogan/message
- The logo (if applicable)
- Visual identity (that should underlie all promotion and communication materials)
- Press release for media
- Message for the Facebook
- Leaflet / One pager with information on benefits of the Job Fair for employers and jobseeker
- Banners for the internal premises
- Street banners and posters
- Signs, stickers and badges for employers, volunteers, and staff.

![Figure 3. Example of the Job Fair banner for internal premises](image-url)
An online promotion, which could be either a website or a Facebook event, is one of the crucial elements of the promotion campaign, but also for communication and information support.

**Step 5. Job Fair implementation**

After extensive preparation and promotion of the Job Fair event the actual date of the event comes and you have to be prepared.

On the day of the opening, before the opening ceremony the organizer has to:

- Brief the involved staff and volunteers about their tasks during the event,
- Check, if all employers are in their assigned stands. If not, mitigate the risk of having an empty stand, by calling the employer and/or its substitution,
- Ensure that the registration desks are in place and there are enough registration lists,
- Provide flyers at the registration table near the entrance,
- Check that the information desk and vacancy announcements are placed in a visible area,
- Check if signs for Toilets and Exits are placed appropriately,
- Check the Wi-Fi connection,
- Greet the local media and provide the Job Fair press release,
- Ensure that the sound system is working for the opening ceremony and speech,
- Make visits to each booth to welcome exhibitors and give them visibility,
- Double-check the heating/cooling system is working.
→ Take pictures or video of the Job Fair to use in future promotional materials. Remember pictures are worth 1000 words.

The organizer has to ensure that singing in lists are in place and also place volunteers at the registration table. It is preferred to have at least two volunteers depending on the size of the Job Fair the number can increase. The volunteers are responsible to ensure that all visitors are signed and provide customer service for all interested parties.

It is important to ask the feedback from the participants. Hence, the Job Fair implementation process involves the event evaluation, whereas jobseekers (visitors) and employers (exhibitors) are asked to fill in, separate questionnaire to indicate their level of satisfaction and provide recommendations for improvement to future Job Fairs. The evaluation forms for visitors are kept at the registration desk. See Annex 6: Evaluation form for Jobseekers (visitors).

The evaluation forms for employers are distributed by volunteers at the beginning of the Job Fair and are asked to submit the filled form before the end. See Annex 5: Evaluation form for employers.

**Step 6 - Monitoring and Follow up with Employers after the Job Fair**

The aim of the Job Fair is to provide a platform where employers who have open vacancies will meet and interview qualified jobseekers. It is crucial, to follow up with the employers, to receive data on the possible jobs obtained and internship placements that may have resulted from the Job Fair. It is always important to know employers' perception on the Job Fair relevance and their satisfaction level, and also ask them if they would be willing to pay a Job Fair participation fee before the fair.

Finally, the organizer produces the final Job Fair report that is shared with all stakeholders (Job Fair Municipal group).

All files, pictures, promotional materials, documents and or store materials for the next Job Fair (budgets, forms, letters, lists, memos, signs, posters, templates, press releases, advertising & promotion materials, planning and meeting notes, schedules, timelines, reports, evaluations, supplies, equipment, etc.).

From YEPiK experience the follow up interviews were done by telephone, one month after the Job Fair. YEPiK prepared the specific evaluation forms that included some questions from the previous evaluation and also additional questions to validate their level of satisfaction and interest to participate in the future events. See Annex 7: Evaluation form for the employers (phone interview after one month).

The results from the onsite evaluation and interviews with employers are summarized and compared. In addition, the result from the visitors' evaluation are reviewed and summarized.

The comments and suggestions were taken into consideration for improving forthcoming Job Fairs.
## 1. Annex 1: Job Vacancy listing form (for employers)

<table>
<thead>
<tr>
<th>Specify the Job Title or Internship Placement</th>
<th>Specifikoni titullin e vendit të punës apo praktikës në punë (p.sh. Praktikantë në administratë)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specify the number of vacancies/</td>
<td>Specifikoni sa është numri i pozitave (p.sh. 1 në financa dhe 1 në logistikë)</td>
</tr>
<tr>
<td>Company name/Emri i kompanisë</td>
<td></td>
</tr>
<tr>
<td>Contact person/Personi kontaktues</td>
<td></td>
</tr>
<tr>
<td>e-mail/Tel</td>
<td></td>
</tr>
<tr>
<td>Municipality/Komuna</td>
<td></td>
</tr>
</tbody>
</table>

**Specify three main tasks of the intern and/or employee**

**Specifikoni tri detyrat kryesore të praktikantit dhe/apo punëtorit**

1. ______________________________________________________________________
2. ______________________________________________________________________
3. ______________________________________________________________________
Annex 2: Confirmation letter (Employers’ commitment)

Confirmation for participation in the Job Fair

I _____________________, representative of the company ____________________________.

(Name and surname) (Company name)

From the municipality of ________________, I confirm that I am interested and will attend the Job Fair organized in the municipality of _________________.

By this confirmation, I understand that my company shall:
1. Fill up the vacancies form on internships or regular work and shall submit it to GIZ, at the time specified in the invitation.
2. Identify and possible interview potential interested candidates for the positions specified by our company.
3. Come a day earlier, on dd/mm/yyyy, to make all necessary preparations.
4. I understand and I am aware that if I am not there in time, my booth will belong to another company/institution.

Organisers shall provide:
1. A booth/stand (2m x 2m) free of charge, for companies that meet the criteria. The booth includes: the name tag of the company, a table with covering, two chairs, an info-desk (info-tables) where promotional materials could be presented. Electricity socket (only if requested in advance by the company).
2. Access to WiFi connection.
3. Promotion of job vacancies through social and electronic media.
4. Training of candidates for interviews and writing CVs

Criteria for the selection of companies are:
5. Companies should be registered in the Kosovo Business Registration Agency
6. Companies have more job vacancies or internship positions.
7. Confirm their participation in the specified time and complete all necessary documents.

for the Organiser

For the Company

Mr. ____________________
Job Fair Leader

Sign above - Name, Surname and signature of the company’s representative
### Annex 3: To Do LIST for organizing the Job Fair (Template)

<table>
<thead>
<tr>
<th>Task</th>
<th>Comments</th>
<th>Deadline</th>
<th>Municipality (if org. in multiple municipalities)</th>
<th>Responsible Person</th>
<th>Progress (done/ongoing)</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Venues</strong></td>
<td>Confirming Venues for the Job Fair</td>
<td>15 Jan ‘16</td>
<td>Ferizaj</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 Feb ‘16</td>
<td>Gjakove</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3 Feb ‘16</td>
<td>Vushtrri</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| **Renting Stands and other equipment** | Discuss on the budget of the Job Fair  
✓ Renting Stands or tables xx; White sheets to cover tables; xxx chairs | | | | | |
| | Design and Preparation of promotional materials for the Job Fair  
✓ Posters (with GIZ, MLSW and Municipal Logo)  
✓ Banner  
✓ Fliers  
✓ Roll up for YEPiK project (with MLSW logo) | | | | | |
| | Design of facebook event for all municipalities | | | | | |
| | Design and Preparation of promotional materials for PEO’s and VTC | | | | | |
| | Distribution of Job Fair promotional material in each municipality  
✓ Inform Youth Centers/ LYAC in advance | 17 Jan ‘16 | Ferizaj | | | |
<p>| | | 3 Feb ‘16 | Gjakove | | | |
| | | 5 Feb ‘16 | Vushtrri | | | |
| | Finding volunteers for distribution and at the Job Fair | | | | | |
| <strong>Invitation</strong> | Determination of potential exhibitors | | | | | |</p>
<table>
<thead>
<tr>
<th>process</th>
<th>(businesses) participants list</th>
</tr>
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<tbody>
<tr>
<td><strong>Save the date email:</strong></td>
<td>Ferizaj</td>
</tr>
<tr>
<td>- Preparation of invitation and save the email</td>
<td>Gjakove</td>
</tr>
<tr>
<td>- Sending the invitation and save-the-date email to the potential exhibitors</td>
<td>Vushtrri</td>
</tr>
<tr>
<td></td>
<td>✓ Businesses, Youth Center, KCC, MLSW, PEO, VTC</td>
</tr>
<tr>
<td>- Assessing and Following to open vacancies for businesses that will participate</td>
<td></td>
</tr>
<tr>
<td>- Preparing the list of vacancies provided by businesses</td>
<td></td>
</tr>
<tr>
<td><strong>Jobseeker's Preparation</strong></td>
<td></td>
</tr>
<tr>
<td>- Prepare the list of participants who expressed interest to participate in the CV-writing and Interview Taking Training - done by training agency</td>
<td></td>
</tr>
<tr>
<td>- Confirm dates of the training and transport for training agency</td>
<td></td>
</tr>
<tr>
<td>- Inform participants about the schedule of each session (2-3 sessions to be organized)</td>
<td></td>
</tr>
<tr>
<td>- Delivering the Training to jobseekers</td>
<td></td>
</tr>
<tr>
<td></td>
<td>✓ Inform participants about the schedule of each session (2-3 sessions to be organized)</td>
</tr>
<tr>
<td><strong>Communication</strong></td>
<td></td>
</tr>
<tr>
<td>- Developing a press release for Press, TV and Radio</td>
<td></td>
</tr>
<tr>
<td>- Press</td>
<td></td>
</tr>
<tr>
<td>- Internet (social media (YEPiK FB, portal pune...))</td>
<td></td>
</tr>
<tr>
<td>- Morning Show</td>
<td></td>
</tr>
<tr>
<td><strong>Opening</strong></td>
<td></td>
</tr>
<tr>
<td>- Defining who will do the opening of Job</td>
<td></td>
</tr>
</tbody>
</table>
| Ceremony | Fairs in each municipality & confirmations  
| Sound system |
|---|---|
| Materials | Evaluation Forms – Jobseeker and Employers  
| Conduct evaluation on the due date  
| Registration Lists  
| Company names preparation for the booth  
| Check heating system |
| Booth positioning & reminder e-mail to companies | Preparing the ‘planimetry’ (booth positioning for each company) of the Job Fair  
| Sending the final e-mail to companies confirmed (planimetry & next steps of preparations) |
| Report | Report for the Monitoring |
| Monitoring and Follow up | |
Annex 4. Booth Map (planimetri)

EXHIBITION HALL PLAN 2016
GIZ - Panairi i Punës, Ferizaj
27 Shkurt

Posicionimi i biznesave që konfirmuan pjesëmarrjen ne Panairin e Punës ne Ferizaj

<table>
<thead>
<tr>
<th>Shtet  (Kompania)</th>
<th>Standa/Produkt</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIMAK</td>
<td>1</td>
</tr>
<tr>
<td>Qemata Rinose &amp; Këshilli i Veprimit Rinor  Local</td>
<td>4</td>
</tr>
<tr>
<td>Universiteti i Shkencave Aplikative mit Ferizaj</td>
<td>5</td>
</tr>
<tr>
<td>DOKA Ekonomike Ekonomike Regionale Ferizaj</td>
<td>6</td>
</tr>
<tr>
<td>N.P.-N &quot;Vizionit S&quot; sh.p.k</td>
<td>7</td>
</tr>
<tr>
<td>Egzonit sh.p.k</td>
<td>8</td>
</tr>
<tr>
<td>N.T.SH Processing</td>
<td>9</td>
</tr>
<tr>
<td>Alamol produkt</td>
<td>10</td>
</tr>
<tr>
<td>Fabrika e Voglares &quot;PLUS&quot;</td>
<td>11</td>
</tr>
<tr>
<td>FERPLAST</td>
<td>12</td>
</tr>
<tr>
<td>IMK Pipe Factory L.L.C / IMK Steel Construction</td>
<td>13</td>
</tr>
<tr>
<td>ELSAM sh.p.k</td>
<td>14</td>
</tr>
<tr>
<td>Metal Laçi sh.p.k</td>
<td>15</td>
</tr>
<tr>
<td>N.N.SH &quot;Villaveciti Mustafa&quot;</td>
<td>16</td>
</tr>
<tr>
<td>N.P.T &quot;DARDANA MODEL&quot;</td>
<td>17</td>
</tr>
<tr>
<td>N.P.T. &quot;Darsa&quot;</td>
<td>18</td>
</tr>
<tr>
<td>Profil Star</td>
<td>19</td>
</tr>
<tr>
<td>&quot;POLVARIA&quot; sh.p.k.</td>
<td>20</td>
</tr>
<tr>
<td>New co &quot;Mina&quot; LLC</td>
<td>21</td>
</tr>
<tr>
<td>VIVA Fresh Store</td>
<td>22</td>
</tr>
<tr>
<td>Portal Punë sh.p.k</td>
<td>23</td>
</tr>
<tr>
<td>Global Consulting &amp; Development Associates LLC</td>
<td>24</td>
</tr>
<tr>
<td>FITO farma</td>
<td>25</td>
</tr>
<tr>
<td>Beslana G sh.p.k</td>
<td>26</td>
</tr>
<tr>
<td>HIB Petrol sh.p.k</td>
<td>27</td>
</tr>
<tr>
<td>OXAI Group</td>
<td>28</td>
</tr>
<tr>
<td>Kaffebom Bank</td>
<td>29</td>
</tr>
<tr>
<td>Banka për Biznes</td>
<td>30</td>
</tr>
<tr>
<td>N.T.P &quot;Lehi&quot;</td>
<td>31</td>
</tr>
<tr>
<td>Kabineti Radiologjik &quot;Condor-CT&quot;</td>
<td>32</td>
</tr>
<tr>
<td>BCG Software - Kosovo</td>
<td>33</td>
</tr>
<tr>
<td>N.P. Srl &quot;Ermita&quot;</td>
<td>34</td>
</tr>
<tr>
<td>Edona S sh.p.k</td>
<td>35</td>
</tr>
<tr>
<td>Sahlen Onderlimi Andita/Ilir and</td>
<td>36</td>
</tr>
</tbody>
</table>
Annex 5: Evaluation form for employers

Dear participants,

We would be grateful if you fill out this form, which would help us a lot to improve organization of the job fair to meet the needs of businesses in your community. All information that you will reveal here shall be used in complete anonymity and will be solely used for our statistics.

General Information

<table>
<thead>
<tr>
<th>Date</th>
<th>Venue :</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Name of the company</td>
<td></td>
</tr>
<tr>
<td>Name of the representative</td>
<td></td>
</tr>
<tr>
<td>Telephone</td>
<td>E-mail</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please fill out the form and submit it to the registration tables

<table>
<thead>
<tr>
<th>Mark (X) in the given field</th>
<th>Ideal (4)</th>
<th>Good (3)</th>
<th>Somewhat (2)</th>
<th>Poor (1)</th>
<th>N/A (0)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. How convenient was the schedule and duration of the fair?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. How do you assess the instructions provided by GIZ for marking and location of the fair?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. How do you assess the assistance in organizing the stand?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. How satisfied are you with the number of candidates you have contacted during the fair?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. How do you assess the skills of candidates who contacted you at the fair?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. How many candidates have contacted you so far?</td>
<td>How many females ____</td>
<td>How many males ____</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. How many candidates have you interviewed until 5 o’clock?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. How useful is organization of Job Fairs for your company?</td>
<td>Very useful</td>
<td>Useful</td>
<td>Not very useful</td>
<td>Not useful at all</td>
<td></td>
</tr>
<tr>
<td>9. Do you believe that the Job Fair organized at the local level is the right place to find future employees/interns?</td>
<td>YES</td>
<td>NO</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. Have you found the right candidates?</td>
<td>YES</td>
<td>NO</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If YES! How many interns and permanent employees, will you invite in the second interview? ____ interns _______ employees
<table>
<thead>
<tr>
<th>If NOT! WHY?</th>
<th>Did not have professional training</th>
<th>They were not interested to work</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Did not have practical skills</td>
<td>They did not like the salary</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Other ___________________________</td>
</tr>
</tbody>
</table>

For which positions you have NOT found the right employees?

11. Are you interested in participating in future fairs? | YES | NO |

Please suggest what we need to improve and consider in future fairs?
Annex 6: Evaluation form for Jobseekers (visitors)

We would be grateful if you fill out this form, which would help us a lot to improve organization of the job fair to meet the needs of businesses in your community. All information that you reveal here shall be used in complete anonymity and will be solely used for our statistics.

General information

<table>
<thead>
<tr>
<th>Date</th>
<th>Venue:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Name of the person (optional)

<table>
<thead>
<tr>
<th>Gender</th>
<th>Telephone</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ F</td>
<td>☐ M</td>
</tr>
</tbody>
</table>

E-mail

Please fill out the form and submit it to the registration tables

<table>
<thead>
<tr>
<th>Mark (X) in the given field</th>
<th>Ideal (4)</th>
<th>Good (3)</th>
<th>Somewhat (2)</th>
<th>Poor (1)</th>
<th>No comment (0)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. How convenient was the schedule and duration of the fair?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. How clear were the instructions and marking of the fair location?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. How do you evaluate the number of companies participating in the fair by invitation?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Did the table of information serve for publication of vacant positions?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. How satisfied are you with the fair in general?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

6. Please tell us how were you informed about the job fair?

☐ Posters / brochures
☐ Local Radio
☐ Local TV
☐ Social Media (Facebook, Twitter, etc.)
☐ Youth Center
☐ Employment Office
☐ Website of _________________
☐ My friends
☐ University or high school
☐ Other, specify _________________

7. Have you submitted your CV to companies you were interviewed?

☐ YES  ☐ NO

8. How many companies have you contacted?

9. How many companies interviewed you?

10. How did companies treat you during the interview?

<table>
<thead>
<tr>
<th></th>
<th>Ideal (4)</th>
<th>Good (3)</th>
<th>Somewhat (2)</th>
<th>Poor (1)</th>
<th>No comment (0)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

11. Did any of the companies offer the opportunity for practical work or regular work?

☐ YES  ☐ NO

If they did NOT offer job or internship, please tell us WHY?
I did not have the professional training required
I don't have practical skills
Not interested in working, because I am currently studying
Long working hours

The interviewer must take the approval of the owner
The position was unclear
It was required a person with experience
Other, specify ___________________________

12. Do you believe that your participation in the Job Fair has helped you to find a job?

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
</table>

How useful is organization of Job Fairs for you as a young jobseekers?

<table>
<thead>
<tr>
<th>Very useful</th>
<th>Useful</th>
<th>Not very useful</th>
<th>Not at all useful</th>
</tr>
</thead>
</table>

13. Have you participated in training before visiting the job fair?

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
</table>

14. If yes, how do you evaluate the training?

<table>
<thead>
<tr>
<th>Ideal (4)</th>
<th>Good (3)</th>
<th>Somewhat (2)</th>
<th>Poor (1)</th>
<th>No comment (0)</th>
</tr>
</thead>
</table>

15. Do you need additional training?

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
</table>

If yes, choose the training that you think are necessary and will help you find a job:

- How to write a CV?
- How to Make a Successful Interview?
- Communication and Presentation?
- Research skills and report writing?
- Training for a profession (e.g. carpenter, welder, cook, electrician, mechanic, etc.)
- Other, specify ___________________________

16. Will you visit future fairs that may be organized in your municipality?

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
</table>

Please suggest how to improve in future fairs?
**Annex 7: Evaluation form for employers (phone interview after one month)**

Hello Mr/Ms.________,

We are making an assessment on how many job positions published by your company have been filled as a result of your participation in the Job Fair. We know you’re very busy, but we have only three questions and will not take to much of your time to respond. All information that you reveal here shall be used in complete anonymity and will be solely used for our statistics.

**General information**

<table>
<thead>
<tr>
<th>Date of the interview</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of the respondent</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Telephone (If it is not well written must be confirmed)</th>
<th>E-mail</th>
</tr>
</thead>
</table>

You have said that during the fair you have contact ________ candidates

12. Did you invite these candidates for interview in your company? □ YES □ NO

1.1 if YES! Have you hired any? □ YES □ NO

1.2 How many males and females have you employed? How many females____

How many males____

1.3. If NOT! WHY?

□ Did not have professional training □ Were not interested in working

□ Did not have practical skills □ Did not like the payment

□ Other ____________________ ____________________

1.4. For which positions that are essential for your company you have NOT found the right employees?

1.__________________________

2.__________________________

13. Are you interested in participating in future fairs? □ YES □ NO

2.1. Would you pay for reserving the stand (explanation: Payment will be returned on the day of the fair)? □ YES □ NO

2.2. How much would you pay in maximum? □ 150€ □ 250€ □ 350€

Other comments from the employer
Annex 8: Job Fair information and Guidelines for the Jobseekers

You have skills? You are unemployed?

Then, Job Fair is an excellent opportunity for you. Not only will you have the opportunity to contact many employers, but you may also be interviewed and even get a job immediately. It is worth trying it!

Some tips for success:

Make a plan! Get informed which companies participate in the job fair, determine what kind of job you are seeking and who to talk to.

*Remember: The employer considers the candidate who has knowledge of his company.*

The first impression! In order to stand out among hundreds of other job seekers, your coating should be professional and in accordance with the job you are seeking.

*Remember: Courtesy counts. Greet the employer, look the other person in the eye, smile and shake hands with confidence.*

Make a strategy! First of all, visit the companies that matter the most to you: the day has just begun and you have more energy and focus. Show interest and clear intentions for the job. Observe how others perform and which employers seem more active.

*Remember: Employer considers the initiative, therefore do not hesitate, approach and introduce yourself.*

Make sure you take assistive items! Take with yourself a pad and a pencil so you can take helpful notes: impressions from interviews, who you met with, their contacts.

*Remember: The employer considers a well prepared candidate.*

Introduce yourself! Prepare a 1-2 minute introduction about education, your professional skills or work experience. Make sure you take with yourself at least 10 copies of CVs, if you are experienced, take letters of reference, or samples of your products or creations.

*Remember: Exploit your time as good as possible, the employer seeks efficient people.*

Ask questions! Prepare some questions for the potential employer and be prepared to answer their questions. Do not ask about salary or benefits in the first interview; everything has its time.

*Remember: The employer considers a candidate who is interested in job position and objectives of the company, rather than a candidate who wants only to receive a salary.*

Create a network! Job Fair is an excellent opportunity to expand your network of familiarity with employers, but also with other job seekers.

*Remember: Even if you did not find the appropriate employer, Job Fair is an initial step towards career and a very good opportunity to test yourself.*

Good Luck!
Annex 9: Tips for the Job Fair preparation for employers

Are you an expanding company and you need new employees?

Then, Job Fair is an excellent opportunity for your company. Not only will you have the opportunity to contact many candidates within one day, but you can also find the right candidate, and also promote your company and expand your professional network and all this at no costs for your company. It's worth trying!

Some tips for success:

→ **Image.** Assemble a noticeable booth, hang the banner with company's name and logo, use attractive pictures or designs that indicate the services or products of the company, show videos or interesting information in a laptop or screen.

→ **Information.** Make sure you take company related brochures, bulletins, flyers. Most importantly, present in a visible manner - on a board or screen - information about job vacancies. Make sure you bring sufficient copies of job descriptions for each position. Make sure you bring sufficient copies of the application forms. Place the business cards on the table of the stand for jobseekers, so that they know how to contact you later.

→ **Company representatives.** It is recommended that the company sends 2-3 representatives at a Job Fair. They wait and talk to jobseekers. Therefore, you avoid long waiting lines in front of the company’s stand and candidates are satisfied. Company representatives must be familiar with employment procedures.

→ **Reception of jobseekers.** Company representatives are advised to welcome the candidates standing, with a smile and positivity. They collect CVs of job seekers and even interview job seekers the same day. The contact with the best candidates continues after the job fair.

→ **Take advantage of this opportunity!** In a Job Fair, you can find, interview and hire the best and most talented employees! You can also give a contribution to your community by supporting youth employment!

Good Luck!
Annex 10: Supply & Equipment checklist for Job Fairs

☐ Tables
☐ Chairs
☐ Booth partitions
☐ Decorations
☐ Draperies
☐ Banners
☐ Reception table
☐ Reception banner
☐ Signs
☐ Bulletin boards
☐ Electricity
☐ Electrical extension cords
☐ Electrical outlet multipliers
☐ Office supplies
☐ Paper
☐ Pencils
☐ Scissors
☐ Staplers
☐ Staples
☐ Transparent tape
☐ Job Fair packets
  ☐ Job Fair brochures
  ☐ Registration forms
  ☐ YEPIK forms and materials
☐ Heavy duty tape (to hang signs and posters, and to make repairs)
☐ Nails, tacks
☐ Tools (hammer, pliers, knife, screwdrivers)
☐ Stool or step ladder (to hang signs and assemble booth partitions)
☐ Waste baskets
☐ First aid kit
4 References